

For Six Month Period Ending 9/30/10  
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

*Ruber Fink Inc*

(b) Registration No.

*1481*

(c) Business Address(es) of Registrant

*301 E 54th St  
New York, NY 10022*

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address(es)

Yes ☐

No ☐

(2) Citizenship

Yes ☐

No ☐

(3) Occupation

Yes ☐

No ☐

(b) If an organization:

(1) Name

Yes ☐

No ☒

(2) Ownership or control

Yes ☐

No ☒

(3) Branch offices

Yes ☐

No ☒

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐

No ☒

If yes, have you filed an amendment to the Exhibit C?

Yes ☐

No ☐

If no, please attach the required amendment.

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4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date connection ended
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- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒ *N/A*

If yes, identify each such person and describe his service.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or connection	Date terminated
------	------------------------	-----------------

*Edward Harnage*

*Exec VP*

*6/30/10*

- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes ☐ No ☒ *N/A*

If no, list names of persons who have not filed the required statement.

## II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name of foreign principal

*Tourism Development Investing Company*

Date of termination

*9/4/10*

8. Have you acquired any new foreign principal<sup>2</sup> during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

*Air France*  
*Bray Gardens Resorts*  
*Jamaica Tourist Board*  
*NOUANTIS A. 2.*  
*SWISS Private Bankers Association*

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A<sup>3</sup>

Yes ☐

No ☐

Exhibit B<sup>4</sup>

Yes ☐

No ☐

*N/A*

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period?

Yes ☐

No ☒

If yes, have you filed an amendment to these exhibits?

Yes ☐

No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

### III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

SEE ATTACHED

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

## 14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies<sup>6</sup>.

Date	From whom	Purpose	Amount
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SEE ATTACHED

Total

## (b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign<sup>7</sup>, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

## (c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☒ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
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*SEE ATTACHES*

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Total

**(b) DISBURSEMENTS – THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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**(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
------	--------------------------	--------------------------------	-------------------

<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

## V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials <sup>12</sup>?  
 Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- |   |   |  |   |
|---|---|--|---|
| <input type="checkbox"/> Radio or TV broadcasts | <input type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films            | <input type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Advertising campaigns  | <input type="checkbox"/> Press releases                 | <input type="checkbox"/> Pamphlets or other publications | <input type="checkbox"/> Lectures or speeches |
| <input type="checkbox"/> Internet               | <input type="checkbox"/> Other (specify) _____          |  |   |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Public officials      | <input type="checkbox"/> Newspapers                   | <input type="checkbox"/> Libraries                |
| <input type="checkbox"/> Legislators           | <input type="checkbox"/> Editors                      | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies   | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups       |
| <input type="checkbox"/> Other (specify) _____ |   |   |

21. What language was used in the informational materials:

- ☐ English ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



**VI – EXECUTION**

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature )

(Type or print name under each signature<sup>13</sup>)10/21/10P. F. -Peter Finn, co-CEO

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE  
FARA REGISTRATION UNIT  
NATIONAL SECURITY DIVISION  
WASHINGTON, D.C. 20530

**NOTICE**

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form NSD-2, formerly Form CRM-154 Supplemental Statement):

YES \_\_\_\_\_ or NO ✓

(If your answer to question 1 is “yes” do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES Answers vary con each foreign firm or NO \_\_\_\_\_

(If your answer to question 2 is “yes” please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

PAF -  
Signature

10/21/10  
Date

Peter Finn  
Please type or print name of  
Signatory on the line above

CO-CEO  
Title

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NSD/CES/REGISTRATION  
UNIT



U.S. Department of Justice

National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL  
STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

**Short Form List for Registrant: Ruder Finn, Inc.**

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Bloomgarden	Kathy	04/09/1986		
Donovan	Eve Gallaudet	10/29/2002		
Essen	Jennifer	10/28/1999		
Ferris	Robert D.	11/01/1993		
Kalson	David	04/27/2000		
Katzive	David H.	04/27/1990		
Moaney	Gail L.	04/29/1998		
Polskin	Philippa	05/03/1993		
Smirnoff	Susan Charles	08/04/1980		
Walton	Franklin J.	04/27/1990		
Schubert	Michael	04/24/1997		
Harnaga	Edward	11/05/2009	9/30/10	Exec. Vice Pres

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RUDER FINN, INCORPORATED  
Schedule of Publications on Behalf of **Air France**

For six month period ending September 30, 2010

Description of Publications	By Whom Written, Edited or Prepared	By Whom Printed, Produced, Published	By Whom Distributed
Air France Flight Operations Back to Normal on Wednesday, April 21	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France Offers First Optimized TransAtlantic Flight	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France Launches Special Summer Premium Voyageur Fares To Europe From Newark	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France Opens New VIP/Business Class Lounge at Washington-Dulles Airport	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France-KLM Publishes Its Sixth Annual Sustainable Development Report	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.
Air France is First Airline to Launch a Special Mobile Phone Version of Its Corporate Web Site	Written by: Ruder Finn Approved by: Air France		Distributed by: Ruder Finn, Inc.

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Air France**:

1. Media Relations
2. Special Events/Gateway Launches
3. Press Trips
4. Crisis Communications
5. General Counsel

MSD/CES/REGISTRATION  
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## **AIR FRANCE IS FIRST AIRLINE TO LAUNCH A SPECIAL MOBILE PHONE VERSION OF ITS CORPORATE WEBSITE**

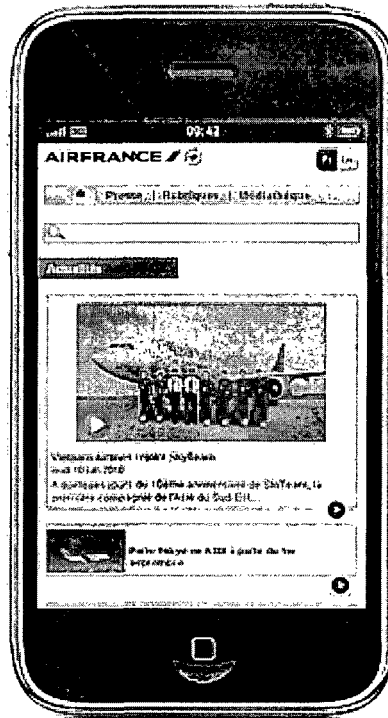
**NEW YORK – June 11, 2010** – Air France is now offering its corporate website in mobile phone format, [mobile-corporate.airfrance.com](http://mobile-corporate.airfrance.com), where the airline's latest news, practical information, key figures and useful contacts are available in two language versions.

The content on this mobile version, updated in real-time, features a selection of fun videos that take you behind the scenes and short interviews, some of which are exclusively available on this site.

The website <http://corporate.airfrance.com> contains over 650 pages, 700 photos and 85 videos devoted to Air France's corporate information.

All editorial and audiovisual material is designed and produced by the Air France Press Office, with the technical support of the Noven web agency.

*Today, there are over 400 million mobile internet users worldwide, including 12.6 million in France according to Médiamétrie, i.e. a 20 percent increase over the past year. In France, 20 percent of mobile telephone users ages 15 and over have smartphones as opposed to 11 percent during the first quarter of 2009. 60 percent of them connected to the Internet using their mobile phones over the last month. Among those with an iPhone, nine mobile internet users out of 10 surf the web on their mobile phones.*



### **About Air France**

Air France, winner of the "Marianne D'Or" for Sustainable Development in 2009 and Gold Award for Eco-Friendly Airline of 2008 in *Travel Weekly's* annual Magellan awards and recipient of *Aviation Week & Space Technology's* "2006 Commercial Air Transport Laureate", was also named "2005 Airline of the Year" by *Air Transport World*. The Air France KLM group operates more than 2,470 daily flights out of Paris and Amsterdam to 242 destinations in 105 countries. Air France currently operates from 15 U.S. gateways and provides service from 125 U.S. cities through joint venture partner Delta. For more information or to purchase tickets, visit [www.airfrance.com/us](http://www.airfrance.com/us), call 1-800-237-2747 or contact your travel professional. For deals and the latest information follow Air France on Twitter @AirFranceUS.

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### **U.S. Contacts:**

Karen Gillo  
Air France U.S.A.  
212-830-4058  
[kagillo@airfrance.fr](mailto:kagillo@airfrance.fr)

Alexandra Valasek  
Ruder Finn, Inc.  
212-593-5825  
[valaseka@ruderfinn.com](mailto:valaseka@ruderfinn.com)

Press Office  
Tel: +33 (0)1 41 56 56 00 – Fax: +33 (0)1 41 56 84 19  
<http://corporate.airfrance.com>  
<http://mobile-corporate.airfrance.com>

RUDER FINN, INCORPORATED  
Schedule of Publications on Behalf of **Bay Gardens Resorts**

For six month period ending September 30, 2010

<b>Description of Publications</b>	<b>By Whom Written, Edited or Prepared</b>	<b>By Whom Printed, Produced, Published</b>	<b>By Whom Distributed</b>
Bay Gardens Resorts to Host Souls of My Sisters Conference in Saint Lucia	Ruder Finn	Ruder Finn	Ruder Finn
Bay Gardens Resorts Offers Exciting Summer Packages For Travelers	Ruder Finn	Ruder Finn	Ruder Finn
Bay Gardens Resorts to Become Official Hotel of the Saint Lucia Football Association	Ruder Finn	Ruder Finn	Ruder Finn
Bay Gardens Resorts Targets Over 2000 Travel Agents At MLT University in Minneapolis	Ruder Finn	Ruder Finn	Ruder Finn
Catering Feat at Bay Gardens Resort	Ruder Finn	Ruder Finn	Ruder Finn

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Bay Gardens Resorts**:

1. Media Relations
2. Special Events
3. Press Trips
4. Crisis Communications
5. General Counsel



FOR IMMEDIATE RELEASE

## Catering Feat at Bay Gardens Resorts

*Hotel Group Chosen as Key Caterer for St. Lucia's Premiere Events*

**CASTRIES, SAINT LUCIA – May 26, 2010** – There's more to Bay Gardens Resorts than a beautiful beach and the world-class La Mer Spa. This locally-owned, three-property hotel group is known throughout the island of Saint Lucia for its off-site catering capabilities as well as The Dolphins Restaurant located on-property at the Bay Gardens Beach Resort & Spa.

With popular events like the St. Lucia Jazz Festival and the ICC Cricket 20/20 World Cup right in Bay Gardens Resorts' backyard, there is great demand for extensive event catering, and the resort group has repeatedly met the challenge of catering to these large groups, often simultaneously. Bay Gardens Beach Resort & Spa won the bid to cater for all artists at the St. Lucia Jazz Festival as well as all the cricketers and officials for the Cricket World Cup, which was hosted in Saint Lucia this year.

"We are proud to have been chosen to take on the challenge of catering multiple large groups over 11 days this month," said Joyce Destang, Bay Gardens Resorts' Managing Director. "It was an honor to accommodate two events that mean so much to our island, the St. Lucia Jazz Festival and the ICC Cricket 20/20 World Cup."

This is not the first time Bay Gardens has taken on the task of serving large numbers. In January 2009 all three properties collaborated to accommodate the catering for the Caribbean Hotel Association Marketplace, an event of more than 3,000 people over a two day period. In October of the same year, the resorts accommodated 800 guests for a Florida Caribbean Cruise Association event.

With a track record of impressive performance, Bay Gardens Resorts has proven time and again that though small, the group is up to the trials posed by these large events. The Bay Gardens team of accomplished chefs overcomes obstacles such as lack of refrigeration and cooking facilities at

event sites and the demanding palates of an international clientele such as securing Halal meat for the Pakistani and Bangladesh cricket teams, or creating all organic menus for the members of Steel Pulse. Clearing these hurdles, the team has repeatedly created its trademark Caribbean fusion dishes no matter the circumstance, and continues to acquire the business of renowned international organizations for catering to their most demanding clients, at the most prestigious events.

In addition to being well-known for its off-site catering, Bay Gardens Resorts also touts 4,940 square feet of meeting space and offers an array of accommodations at its three properties, Bay Gardens Beach Resort & Spa, Bay Gardens Hotel and Bay Gardens Inn. For more information or to book your next meeting in paradise, visit [www.baygardensresorts.com](http://www.baygardensresorts.com).

***About Bay Gardens Resorts***

Bay Gardens Resorts was founded in 1995 and consists of the award-winning Bay Gardens Hotel, Bay Gardens Inn and the collection's newest addition, the spectacular four-star Bay Gardens Beach Resort & Spa. The resort group offers several amenities including five restaurants, spas, gyms, water sports, and a dive shop.

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**Contact:**

Lauren Eisele  
(212) 715-1548  
[eiselel@ruderfinn.com](mailto:eiselel@ruderfinn.com)



**RUDER FINN, INCORPORATED**  
**Schedule of Publications on Behalf of**  
Novartis, A.G.  
For six month period ending September 30, 2010

<u>Description of Publications</u>	<u>By Whom Written, Edited or Prepared</u>	<u>By whom Printed, Produced or Published</u>	<u>By Whom Distributed</u>
Press Release, May 3, 2010, "Singapore Draws Biomedical Companies' First-In-Asia Manufacturing and Headquarters Offices"	Ruder Finn/Singapore Economic Development Board	Ruder Finn	Ruder Finn distributed to media and via PR Newswire
Press Release, May 4, 2010, "Pharmaceutical & Biotech Companies Partner With Singapore to Accelerate Innovation in Asia"	Ruder Finn/Singapore Economic Development Board	Ruder Finn	Ruder Finn distributed to media and via PR Newswire
Novartis Pharmaceuticals D&I Global Fact Sheet	Ruder Finn	N/A	Novartis Pharmaceuticals and Ruder Finn
Novartis Oncology Global Fact Sheet	Ruder Finn	N/A	Novartis Oncology and Ruder Finn
Branded Global Novartis Oncology Descriptors	Ruder Finn	N/A	Novartis Oncology and Ruder Finn
Unbranded Global Novartis Oncology Descriptors	Ruder Finn	N/A	Novartis Oncology and Ruder Finn
Gilenya Fact Sheet	Ruder Finn	Ruder Finn	Novartis Pharma AG, Ruder Finn
Novartis Press Release, September 10, 2010, "Novartis announces Russian regulatory approval for Gilenya®, a once-daily oral multiple sclerosis therapy and first in a new class"	Ruder Finn, Novartis Pharma AG	Novartis Pharma AG	Novartis Pharma AG via Hugin, Ruder Finn

Sandoz News Release, July 23, 2010, "Sandoz leads the way with first generic version of 'gold standard' anti-thrombotic Lovenox®"	Sandoz, Ruder Finn	Sandoz	Sandoz via Hugin, Ruder Finn
Confederation of Meningitis Organisations (CoMO) press release, April 20, 2010, "Confederation of Meningitis Organisations (CoMO) to commemorate second annual World Meningitis Day"	Ruder Finn/CoMO/Novartis	N/A	Marketwire Newswire
Novartis template local trade news release, April 30, 2010, "Novartis Vaccines joins researchers in call for quadrivalent adolescent [booster] vaccination to protect against meningococcal disease"	Ruder Finn/Novartis	N/A	Provided to Novartis local country offices for adaptation and use with media (not distributed on wire)
Novartis global press release, September 12, 2010, "Novartis Phase III study shows meningococcal B vaccine candidate could be first to provide broad coverage against deadly disease"	Ruder Finn/Novartis	Novartis	Novartis via Hugin Newswire
Novartis media fact sheets (all dated September 10, 2010): <ul style="list-style-type: none"> <li>o 4CMenB Vaccine Fact Sheet</li> <li>o Global Epidemiology of Meningococcal Disease Fact Sheet</li> <li>o Global Value of Vaccines Fact Sheet</li> <li>o Meningococcal Disease Fact Sheet_Global</li> <li>o Meningococcal Disease in Europe Fact Sheet</li> <li>o Meningococcal Group B Global Fact Sheet</li> <li>o Menveo EU Fact Sheet</li> <li>o Travel and Meningococcal Disease Fact Sheet</li> </ul>	Ruder Finn/Novartis	N/A	Provided to Novartis local country offices for use with media (not distributed on wire)
Novartis global press release, September 24, 2010, "Novartis obtains CHMP positive opinion for its investigational pre-pandemic influenza vaccine Aflunov® to help protect against (H5N1) avian influenza"	Ruder Finn/Novartis	Novartis	Novartis via Hugin Newswire

Novartis media fact sheets (all dated September 23, 2010) <ul style="list-style-type: none"> <li>o Global Influenza Pandemic Fact Sheet</li> <li>o Aflunov Fact Sheet</li> <li>o MF59 Fact Sheet</li> </ul>	Ruder Finn/Novartis	N/A	Provided to Novartis local country offices for use with media (not distributed on wire)
Updated Malaria, Coartem, Coartem-Dispersible, Awards fact sheet as of September 30, 2010	Ruder Finn	Ruder Finn	Novartis AG
Coartem Patient Film for Day of the African Child: June 16, 2010	Ruder Finn	Ruder Finn	Novartis AG
Advertorial on the Novartis Malaria Initiative for "This is Africa" Supplement: September 22, 2010	Ruder Finn /Novartis AG	Financial Times	Financial Times
Advertisement on the Novartis Malaria Initiative for "This is Africa" Supplement: September 22, 2010	RF/Novartis AG	Financial Times	Financial Times
Blog Entry "Bringing Together Leaders from across the world to share best practices in malaria control" on United Against Malaria Web site: April 1, 2010	Ruder Finn	United Against Malaria	United Against Malaria
Blog Entry "Contest for graduate student offers unique opportunity to learn and write about malaria in Africa" on United Against Malaria Web site: April 30, 2010	Ruder Finn	United Against Malaria	United Against Malaria
Novartis student contest "World Briefing: Telling the Malaria Story" Web site text posted online May 15, 2010	Ruder Finn	Malaria No More	Malaria No More
Blog Entry "Novartis fights malaria and celebrates the Day of the African Child" on United Against Malaria Web site: June 16, 2010	Ruder Finn	United Against Malaria	United Against Malaria
Blog Entry "Play the United Against Malaria Facebook game, and help save lives in Africa!" on United Against Malaria Web site: June 22, 2010	Ruder Finn	United Against Malaria	United Against Malaria
Novartis corporate statement and quote from Daniel Vasella, Chairman, posted on United Against Malaria Web site: July, 2010	Ruder Finn	United Against Malaria	United Against Malaria

Novartis Molecular Diagnostics Marketing brochure	Ruder Finn	Ruder Finn	Novartis MDx
Novartis Corporate video	Ruder Finn	Ruder Finn	YouTube via Ruder Finn
Internal blog posts for Sheldon Jones	Ruder Finn	N/A	Novartis AG
Novartis Pharma weekly e-newsletter	Ruder Finn	Novartis Pharma	Novartis Pharma

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months , Ruder Finn was engaged in the following activities on behalf of:

1. Singapore Economic Development Board
2. Novartis Pharma AG
3. Novartis Vaccines
4. Novartis AG

RUDER FINN, INCORPORATED  
Schedule of Publications on Behalf of **Jamaica Tourist Board**

For six month period ending September 30, 2010

<b>Description of Publications</b>	<b>By Whom Written, Edited, or Prepared</b>	<b>By whom Printed Produced, Published</b>	<b>By Whom Distributed</b>
Jamaica Offers Unbeatable Family Savings For the Sizzling Summer Season	Ruder Finn	Ruder Finn	Ruder Finn
Top Female Golfers Converge on Montego Bay for MOJO6 Tour	Ruder Finn	Ruder Finn	Ruder Finn
Sunday Brunch at Spaghetтини Grill & Lounge	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Underwear Run Kicks Off the Nautica New York City Triathlon Weekend on July 16	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Provides Island Fun For the Whole Family at 2010 Taste of Chicago	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Tourist Board Hosts First-Ever Bloggers Meet-Up in Jamaica in Conjunction With Secrets Resorts & Spas	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica Jumpstarts Labor Day Festivities at Fifth Annual Atlanta Caribbean Jerk Festival	Ruder Finn	Ruder Finn	Ruder Finn
Jamaica and Jetblue Partner to Host Destination's First All You Can Jet™ Pass Meet Up	Ruder Finn	Ruder Finn	Ruder Finn

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of **Jamaica Tourist Board**:

1. Media Relations
2. Special Events
3. Crisis Communications
4. General Counsel



Contact:  
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FOR IMMEDIATE RELEASE

**JAMAICA AND JETBLUE PARTNER TO HOST  
DESTINATION'S FIRST ALL YOU CAN JET™ PASS MEET UP**  
*Online Social Networks Help Pass Holders Connect in Jamaica*

**KINGSTON, JAMAICA – September 22, 2010** – Jamaica and JetBlue are hosting the destination's first All You Can Jet Pass Meet Up on September 23 at Scotchies in Montego Bay, Jamaica. The destination and airline are spreading the word via Facebook and Twitter that All You Can Jet Pass holders who stop by Scotchies at 4 p.m. simply need to show their pass and they'll receive a complimentary Red Stripe with each entrée order.

Scotchies, an authentic thatched barbecue pit famous for its Jamaican jerk, is located just one mile from the Montego Bay airport on Falmouth Road. The popular restaurant offers visitors traditional Jamaican fare, including jerk pork, chicken and fish; roasted yams; and breadfruit to soak up the signature sizzling Scotch Bonnet hot sauce. With JetBlue's continually growing service to both Montego Bay and Kingston, the Jamaica Tourist Board felt a meet up at Scotchies would give pass holders an authentic Jamaican experience and opportunity to connect and swap travel stories with other pass holders.

"We look forward to hosting the first Jamaica All You Can Jet Pass Meet Up," said John Lynch, Jamaica's Director of Tourism. "With travelers increasingly looking to social networks as a source for meeting new people while exploring a new destination, we greatly value our partnership with JetBlue and the opportunity to give their All You Can Jet Pass holders a location to meet and enjoy the mouth watering tastes of Jamaica."

"We're excited to see the All You Can Jet pass is inspiring customers across many communities to rally around the JetBlue network," said Umang Gupta, director of market planning at JetBlue. "Whether they set out for more face time with important clients, plan to visit 29 cities in 29 days

or just meet up for a good barbecue, we are pleased to see how this year's community of Jetters use the pass and create memories that will last a lifetime."

JetBlue All You Can Jet Pass holders can find information about this meet up on the Jamaica Tourist Board's Facebook and Twitter pages. Visit us at [www.facebook.com/visitjamaica](http://www.facebook.com/visitjamaica) or [www.twitter.com/visitjamaicanow](http://www.twitter.com/visitjamaicanow).

### **About the Jamaica Tourist Board**

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The JTB was declared the Caribbean's Leading Tourist and Convention Bureau by the World Travel Awards (WTA) from 2006 to 2009, while Jamaica earned the WTA's vote as the World's Leading Cruise Destination, the Caribbean's Leading Destination and the Caribbean's Leading Cruise Destination, for the third consecutive year.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site at [www.visitjamaica.com](http://www.visitjamaica.com), or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on Facebook at [www.facebook.com/visitjamaica](http://www.facebook.com/visitjamaica), on Twitter at [www.twitter.com/visitjamaicanow](http://www.twitter.com/visitjamaicanow) or on YouTube at [www.youtube.com/aboutjamaicajtb](http://www.youtube.com/aboutjamaicajtb).

### **About JetBlue Airways**

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2010, the carrier also ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the sixth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit [www.jetblue.com/promise](http://www.jetblue.com/promise) for details. JetBlue serves 61 cities with 650 daily flights. New service to Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT begins in November. The airline also intends to serve Providenciales, Turks & Caicos Islands in February, 2011. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit [www.jetblue.com](http://www.jetblue.com).

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RUDER FINN, INCORPORATED  
Schedule of Publications on Behalf of

**Swiss Private Bankers Association**

For six month period ending September 30, 2010

Description of Publications	By Whom Written, Edited, or Prepared	By whom Printed Produced, Published	By Whom Distributed
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All materials created by the Ruder Finn team:

- Conducted ongoing client call on a semi-regular basis
- Conducted ongoing media monitoring and analysis
- Created a monthly dashboard to tabulate and assess media monitoring
- Created an analysis of US based media coverage from October 2009 to June 2010
- Developed media list and itinerary for client trip to the US

RUDER FINN, INCORPORATED  
Schedule of Publications on Behalf of  
*TOURISM DEVELOPMENT + INVESTMENT COMPANY (TDEC)*  
For six month period ending September 30, 2010

Description of Publications	By Whom Written, Edited, or Prepared	By whom Printed Produced, Published	By Whom Distributed
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*None*

Describe fully all activities of Registrant during the period for or in the interest of each foreign principal.

During the six months, Ruder Finn was engaged in the following activities on behalf of:

**Tourism, Development & Investment Company  
Abu Dhabi, United Arab Emirates**

**1. Media relations regarding Saadiyat Island Cultural District.**

2.

3.

4.

5

6.

7.

8.

9.

10.

**RUDER FINN EXPENSES**  
April 1, 2010-September 30, 2010

Air France - \$4987.01  
Bay Gardens Resorts - \$4221.22  
Jamaica Tourist Board- \$341,795.47  
Novartis, A.G. -\$2,345.48  
Swiss Private Bankers Association - \$5301.43  
Tourism Development and Investing Company (TDIC) – \$105,317.00

Department of Justice Report  
For the six months ended 09/30/10  
Fees received

Name	<u>Amount</u>
Tourism Development and Investment Company	\$ 125,000.00
Jamaica Tourist Board	\$ 452,242.70
BayGarden Resort	\$ 16,500.00
Swiss Banker Association	\$ 90,000.00
Air France	\$ 73,361.29
Novartis A.G.	<u>\$ 30,937.00</u>
	<u>\$ 788,040.99</u>